

# HP Designjet 90 Printer series



Focus on your creativity with this professional, C+size photo printer: the HP Designjet 90. HP Professional Color Technologies deliver consistent color output while HP Vivera Inks and select HP papers provide exceptional fade resistance.\*

## Experience professional color

- **Rich color depth and minimal dot visibility.** Proprietary dye-based HP Vivera Inks in HP six-ink color printing work to deliver a wide range of colors, deeper blacks, continuous tones, and gloss uniformity. A four-picoliter ink-drop size maintains fine detail reproduction, especially in dark areas, and smooth tonal transitions.
- **Maximum color consistency.** See reliable, consistent color from print to print. HP invests in HP Professional Color Technologies making your color experience simple and straightforward. Plus, enjoy more robust color and job management capabilities.
- **New, revolutionary HP Vivera Inks.** HP Vivera Inks are carefully engineered to work flawlessly with all parts of the printing system so you achieve rich, vibrant colors and extraordinary photo image quality, time after time. Graphic designers and professional photographers can rest assured that the images they create will maintain their impact.
- **Optional EFI software RIP.** Add the optional EFI software RIP to expand your printing options and enhance color accuracy. The EFI software RIP provides Adobe PostScript level 3 support and optional Automatic Pantone calibration. Plus, you get enhanced job management capabilities for greater control. Spend just a little more to get a lot more from this professional, versatile printer.

## Live out your creativity

- **Print on a range of HP media sizes.** Increase your output options with multiple media-handling capabilities. The standard tray holds up to 100 sheets of C+size media. The front bypass slot accommodates cut-sheet media up to media up to 18 inches in width (C+ size). The rear bypass slot is designed to handle heavy and rigid HP media of weights up to 80 lb/m<sup>2</sup>. And four optional HP rolls feed media up to 18 in wide and 150 ft long.



• **Print high-quality images quickly.** Print high-quality images on B+size media at four minutes per page in Normal print mode. Use Draft mode for proof printing to deliver B+size prints quickly. No matter which mode you choose, you'll appreciate the quality that comes from HP technology.

• **Experience full color workflow support.** Your design software choices expand when you use the HP Designjet 90 Printer series, which enables color solutions for every color workflow. The print preview ensures correct layout. And you can add optional EFI software if you need color management in a CMYK workflow.

## Valuable time and cost savings

• **Save time and increase productivity.** Cost-effective, individually replaceable HP ink cartridges and printheads maximize efficiency and provide reliable operation that minimizes user intervention and improves productivity. 3-Ink Multipacks provide additional savings and convenience for high-volume printing.

• **Wide range of media weights and types.** Choose the media type that best conveys your concepts with durable HP media. The HP Designjet 90 Printer series can handle stock in weights up to 80 lb/m<sup>2</sup>, as well as thick or rigid media (up to .02 in). Choose from a variety of HP media finishes. Furthermore, you also benefit from the added convenience of four different HP 18-in media rolls.

\* Wilhelm Imaging Research, Inc. concluded that prints made with HP No. 85 ink cartridges and HP Premium Plus Photo papers may be displayed indoors under glass for 82 years before noticeable fading and staining occur (see [www.wilhelm-research.com](http://www.wilhelm-research.com) for details).

# HP Designjet 90 Printer Series

**1.** LCD printer status indicator for ink supply maintenance and print message alerts

**2.** Media tray holds up to 100 sheets of standard-size media (up to C+size)

**3.** Front bypass slot accommodates cut-sheet media up to 18 inches

**4.** Small footprint allows placement of printer on tabletop or in common work area

**5.** USB and parallel connection ensure easy system integration. Optional network connectivity with HP Jetdirect 620n

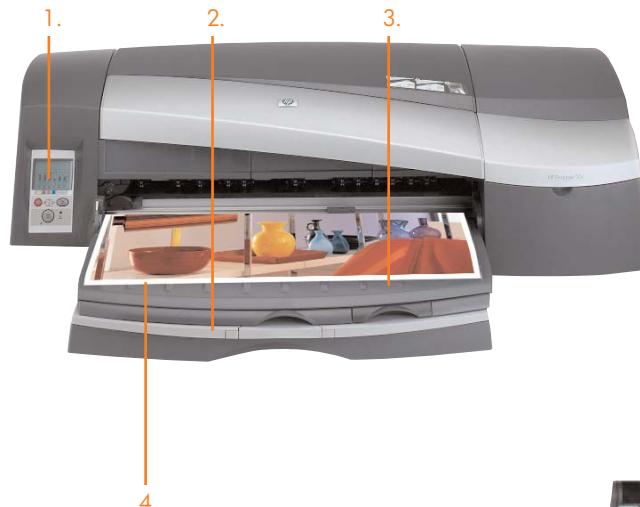
**6.** Rear bypass slot handles heavy and rigid media of weights up to 80 lb/m<sup>2</sup>

**7.** Roll feed (optional with HP Designjet 90 Printer) feeds rolls up to 18 in wide and 150 ft long

Internal color sensor for color consistency

Fade resistant inks with 4 pl drop size for fade-resistant, photo-quality images

Modular ink system with six independently replaceable ink cartridges allows you to replace only the ink colors you need.



**HP Designjet 90 Printer front view**



**HP Designjet 90r Printer top view**

## Series at a glance

### HP Designjet 90 Printer

- Input tray for 100 sheets up to 18 x 24 in
- Optimized Macintosh and Windows drivers with RGB ICC profiles
- Optional network connectivity

### HP Designjet 90r Printer

All the features of the HP Designjet 90 Printer plus:  
• Roll feed for printing up to 18 in wide

### Optional accessories

- HP Designjet 90 Roll Feed accessory\*
- HP Designjet 90 Spindle accessory\*
- EFI Designer Edition 4.2 for HP M International
- EFI Designer Edition 4.2 for HP M Japan
- EFI Designer Edition 4.2 for HP XL International
- EFI Designer Edition 4.2 for HP XL Japan
- HP Jetdirect 620n internal EIO print server

\* Standard with the HP Designjet 90r printer

### HP Color Profiling Offsite Service

The HP Color Profiling Offsite Service helps eliminate wasted time, media and ink caused by inadequate results, while improving the efficiency and effectiveness of advanced color workflow. This is done by providing an ICC profile specialized design for your printer and media. There are 2 packages available:

- UC217E: for creation of 1 profile
- UC218E: for creation of 3 profiles at a reduced price

"I am totally enthusiastic about the quality of the prints - I am amazed by the modulation, the deep color saturation and the overall "liveliness" of the images. I was especially impressed by how well the black and white images printed. I know that printing black and white can be more tricky than color."

Thomas Hoepker  
President of Magnum Photos

**MAGNUM**  
PHOTOS

## A great tool for professional photographers

### Exceptional fade resistant photo quality

HP Vivera inks, together with HP Premium Plus photo papers for exceptionally fade resistant images that last approximately 82 years.

### Fine details and faithful reproduction

Excellent highlight and shadow detail, smooth transitions and persuasive skin tones, with 4pl ink drop size. HP color layering technologies provide dense blacks, reliable color consistency and gloss uniformity.

### Excellent gloss level and gloss uniformity

Dye-based HP Vivera inks provide rich color depth, minimal dot visibility, and uniform gloss-all important attributes of image quality.



'Japanese Face' © Thomas Hoepker/Magnum

## An asset for graphic designers

### No need to outsource or tile and assemble

Save time and money by publishing professional color prints in-house.

### Media versatility up to C+size

4 independent paper paths and a roll-feed expand your printing capabilities, from postcards to full sized banners.

### Professional color proofs

HP Color Technologies such as Professional Pantone emulation and CMYK+ will provide the edge to win more clients. Automatic printhead alignment and Closed Loop Color calibration deliver consistent reliable colors every time. Postscript support through EFI Designer Edition 4.2 RIP.

### Time to design

See results and get client approval fast by printing up to 4 mpp for B+ sizes in Normal mode.

## Improving the workflow of proofing professionals

### Fast color stability

Obtain accurate and stable proofs quickly with new dye-based HP Vivera ink and HP Proofing media (most media are stable 10 minutes after printing).

### Color consistency

Consistency is guaranteed by way of the patented Closed Loop Color calibration, which eliminates guess work.

### Press simulation

Press simulation is a CMYK to CMYK transformation that changes the lightness, hue, and saturation of the CMYK files sent to the inkjet printer to match the output of a production device, giving pre-press professionals an easy-to-use and low-cost tool for producing accurate proofs. Postscript support through EFI Designer Edition 4.2 RIP.

### Flexible printing sizes

Switching easily between sheet and roll-fed media (up to 18 inches), you can reliably print postcard-size images, full-color pages, or banner-style pieces.

**Vivera**  
HP INKS

HP Vivera Inks, specifically developed for use with HP inkjet printing systems, encompass a number of key elements that contribute to the inks' exceptional performance:

- Superior ingredients and unique ink formulations
- Exceptional ink purity
- Low-colorant inks designed from the ground up

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